

**National Museum,  
Ministry of Culture,  
Government of India**

**Introduction**

The National Museum is the premier museum of the country. The Museum is a subordinate office of the Ministry of Culture, Government of India. The Museum in its possession has approximately 2, 00,000 works of art of diverse nature, spanning more than 5,000 years of the cultural heritage of the country. Artefacts have been displayed in several thematic galleries in the museum. The Museum attracts roughly four Lakhs visitors annually.

The National Museum invites bids from qualified media consultancy agencies for handling, managing and publicising the Exhibitions and educational and outreach programmes to the public at large.

The selection will be made through a transparent competitive bidding process, adopting a two-cover method.

**Invitation**

For and on behalf of the National museum, sealed bids are invited for selection and appointment of a competent media agency of repute and proven track record, through a two-cover process, for handling the media coordination and PR solutions.

Interested bidders may submit their bids before 5 pm on 31<sup>st</sup> January 2018, either directly, or through Speed Post.

**ABOUT THE NATIONAL MUSEUM**

On August 15, 1949 the National Museum, New Delhi was inaugurated in the Rashtrapati Bhawan by Shri R.C. Rajagopalachari, the Governor-General of India. The Museum presently holds approximately 2,00,000 artefacts of a diverse nature, both Indian as well as foreign, and its holdings over a time span of more than five thousand years of Indian cultural heritage.

National Museum is under the administrative control of the Ministry of Culture, Government of India. The tasks of the National Museum include collecting art objects of Historical, Cultural and Artistic significance for the purpose to display, protect, preserve and interpret (research) and dissemination of knowledge about the significance of the objects in respect of history, culture and artistic excellence and achievements. It also strives to serve as a cultural centre for enjoyment and interaction of the people in artistic and cultural activity and emerge as the epitome of national identity.

The activities of the Museum, apart from the display of the objects before hundreds of visitors every day, include every day, include regular exhibitions, seminars, workshops, conferences, functions, etc.

